

```

graph TD
    10([START]) --> 12[DEFINE A CUSTOMIZED VIEWPOINT  
FOR A USER INCLUDING AT LEAST  
ONE PREFERENCE 12]
    12 --> 14[GENERATE A REQUEST FOR CONTENT 14]
    14 --> 16[IN RESPONSE TO THE REQUEST,  
RECEIVE AN ELECTRONIC FILE 16]
    16 --> 18{ANY  
MATCH BETWEEN  
A PORTION OF THE  
ELECTRONIC FILE AND  
A DATA PATTERN OF  
A PREFERENCE? 18}
    18 -- YES --> 22[MODIFY THE ELECTRONIC FILE TO  
INCLUDE A LINK TO A NETWORK  
RESOURCE ASSOCIATED WITH THE  
MATCHING DATA PATTERN 22]
    22 --> 24[PRESENT THE MODIFIED  
ELECTRONIC FILE TO THE USER 24]
    24 --> END([END])
    18 -- NO --> 20[PRESENT THE NON-MODIFIED  
ELECTRONIC FILE TO THE USER 20]
    20 --> END
  
```

10

006290" 24490850

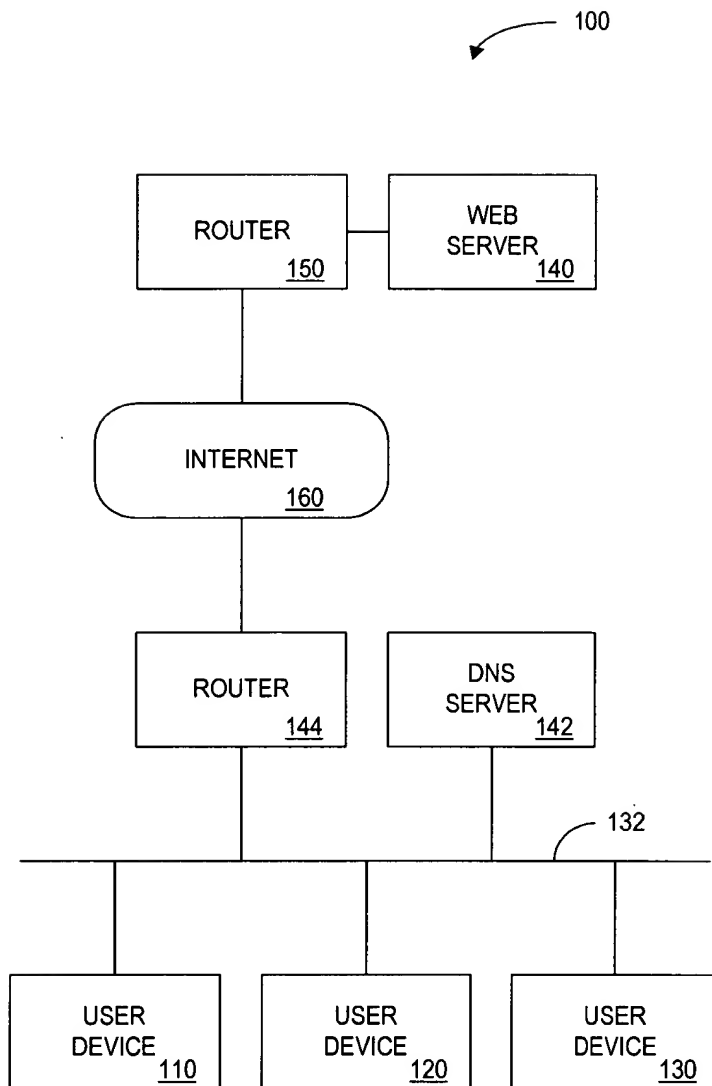


FIG. 2A

005290" 2490360

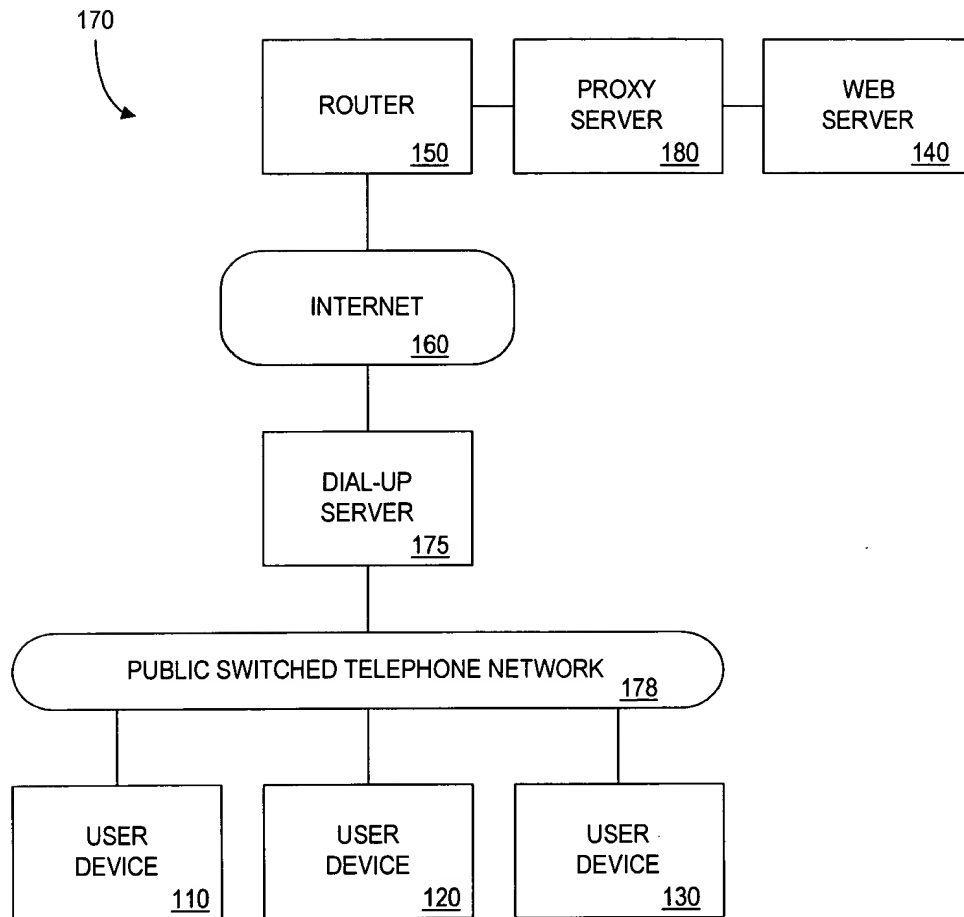


FIG. 2B

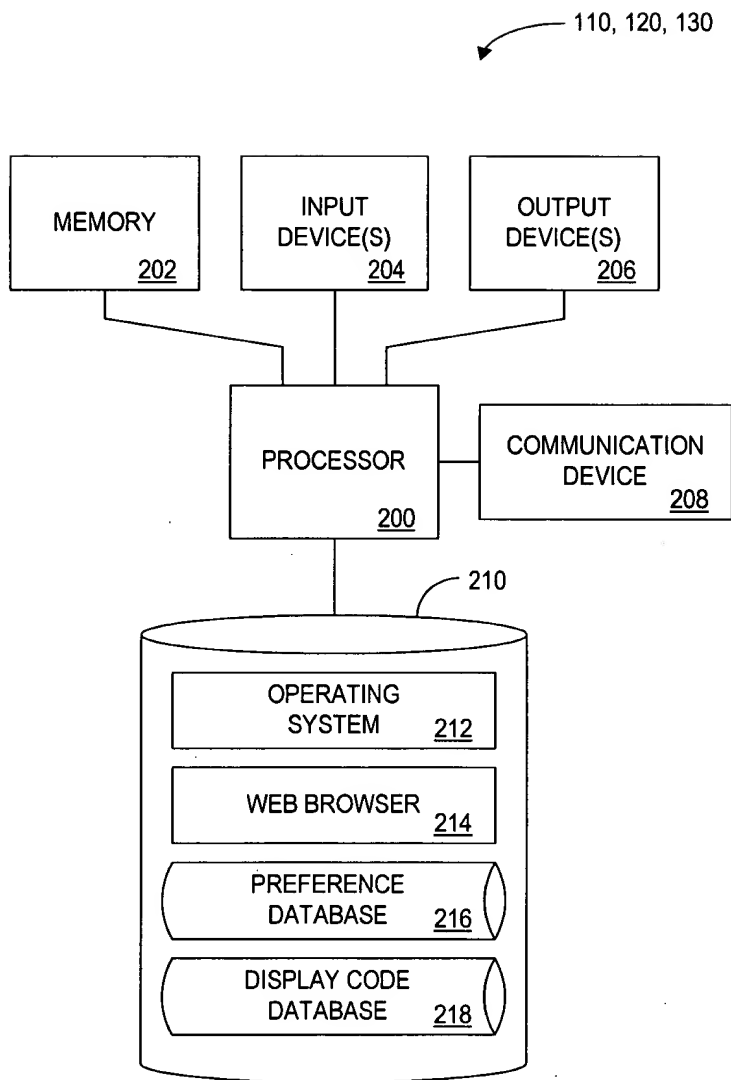


FIG. 3

1. The first step in the process of creating a new product is to identify a market need. This involves conducting market research to understand the preferences and behaviors of potential customers.

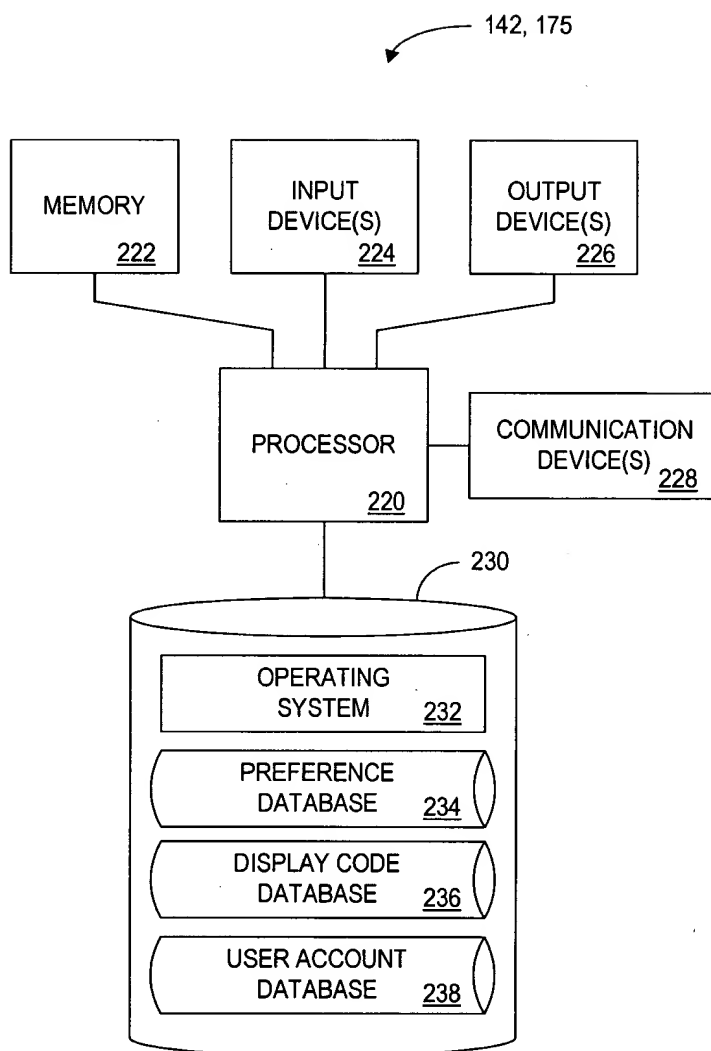


FIG. 4

000000"24000000

216, 234

256

USER ID : 58120										
DATA PATTERN NO. 1 240A	DATA PATTERN NO. N 240N	ADDRESS INFORMATION 242	DISPLAY CODE 243	EXPIRATION 244	ORIGINATOR 246	NUMBER OF TIMES ACCESSED 248	NUMBER OF TIMES VISITED 249	NUMBER OF TIMES ACCESSED SINCE LAST VISIT 250	STATUS 252	BENEFIT PER USE 254
BOOK	THE COMMITTEE	WWW. BOOKSTORE.COM	1	12/31/02	THIRD PARTY	22	3	6	ENABLED	\$0.25
JUMP	JUMPING	202.164.214.53	1	N/A	USER	86	15	14	ENABLED	N/A
SURF THE NET	SURFING THE NET	WWW.BROWSER. PUB.COM	2	N/A	DEFAULT	2	2	0	DISABLED	N/A
SKATING	SKATING	WWW. SK8BOARD.COM	3	N/A	USER	25	5	4	ENABLED	\$0.00
SODA	-	WWW. SODACO.COM	4	12/15/02	SODACO	0	0	0	DISABLED	\$0.00
SOFTWARE	-	WWW. SOFTWARE.COM	1	12/31/02	DEFAULT	6	2	2	DISABLED	\$0.10
SOFTWARE	-	WWW. D-VELOPER.COM	1	1/31/03	D-VELOPER	4	3	0	ENABLED	\$0.15

260

262

264

266

268

270

272

FIG. 5

278	274	276
280	1	CONVERT MATCHING DATA PATTERN INTO HYPERLINK
282	2	INSERT HYPERLINK AS A FOOTNOTE TO MATCHING DATA PATTERN
284	3	INSERT HYPERLINK IN A MARGIN ADJACENT TO MATCHING DATA PATTERN
	4	INSERT HYPERLINK JUST AFTER MATCHING DATA PATTERN

218, 236

238

USER ID <u>286</u>	USER NAME <u>288</u>	USER CONTACT INFORMATION <u>290</u>	USER ACCOUNT INFORMATION <u>292</u>	ACCUMULATED TOTAL (PAYMENT DUE) <u>294</u>
10569	JOHN ADAMS	42 PARK AVE. NEW YORK, NY 10120	VISA 5425- 1300-9618-0010	\$15.75
58120	SUSAN SMITH	15 REDWOOD DR. SAN FRANCISCO, CA 94124	AOL 5472369	\$7.50
42837	JOE RICE	26 OCEAN DR. MIAMI, FL 33012	ECASH 14-269-527	\$14.00

296  
298  
299

FIG. 7



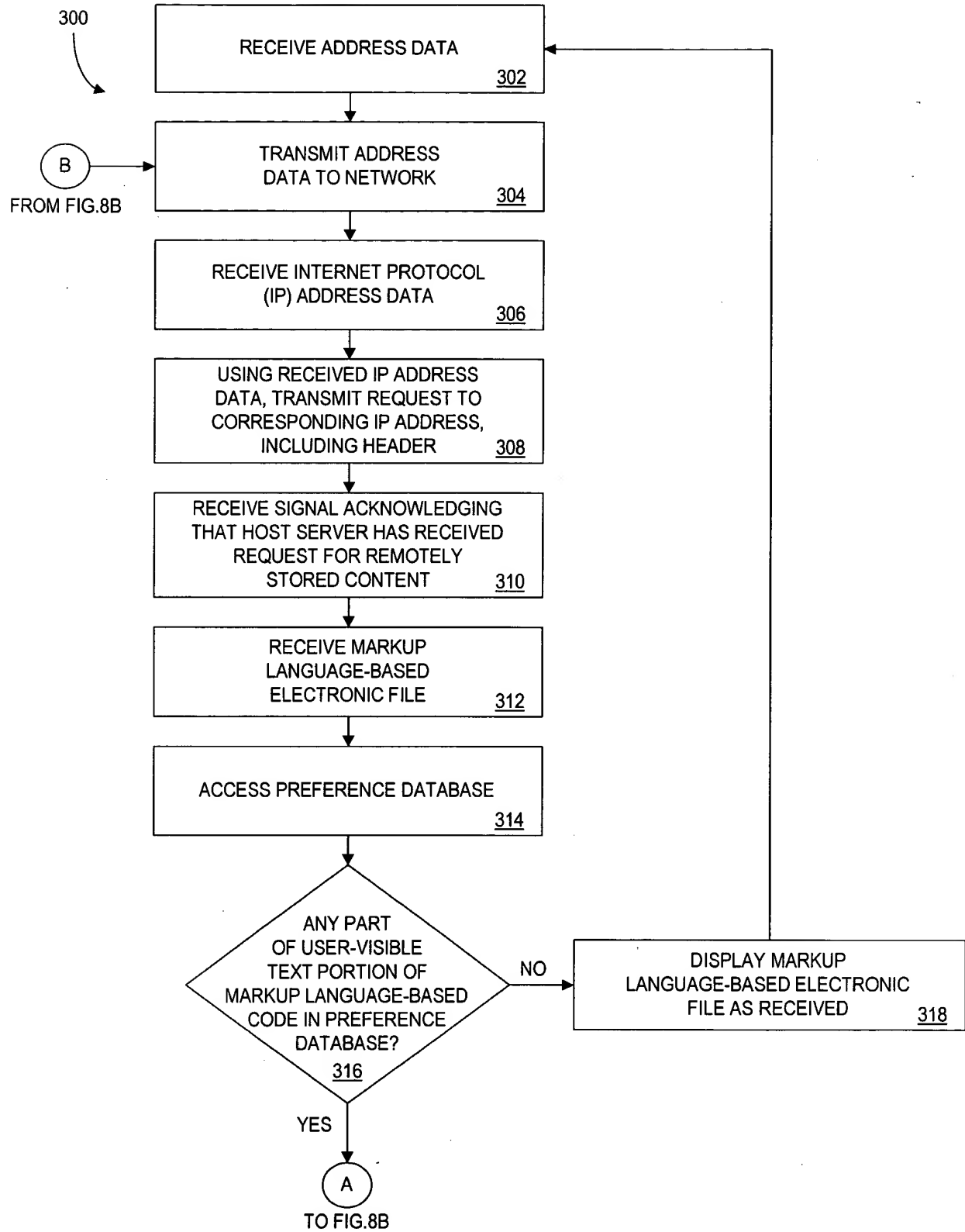


FIG. 8A

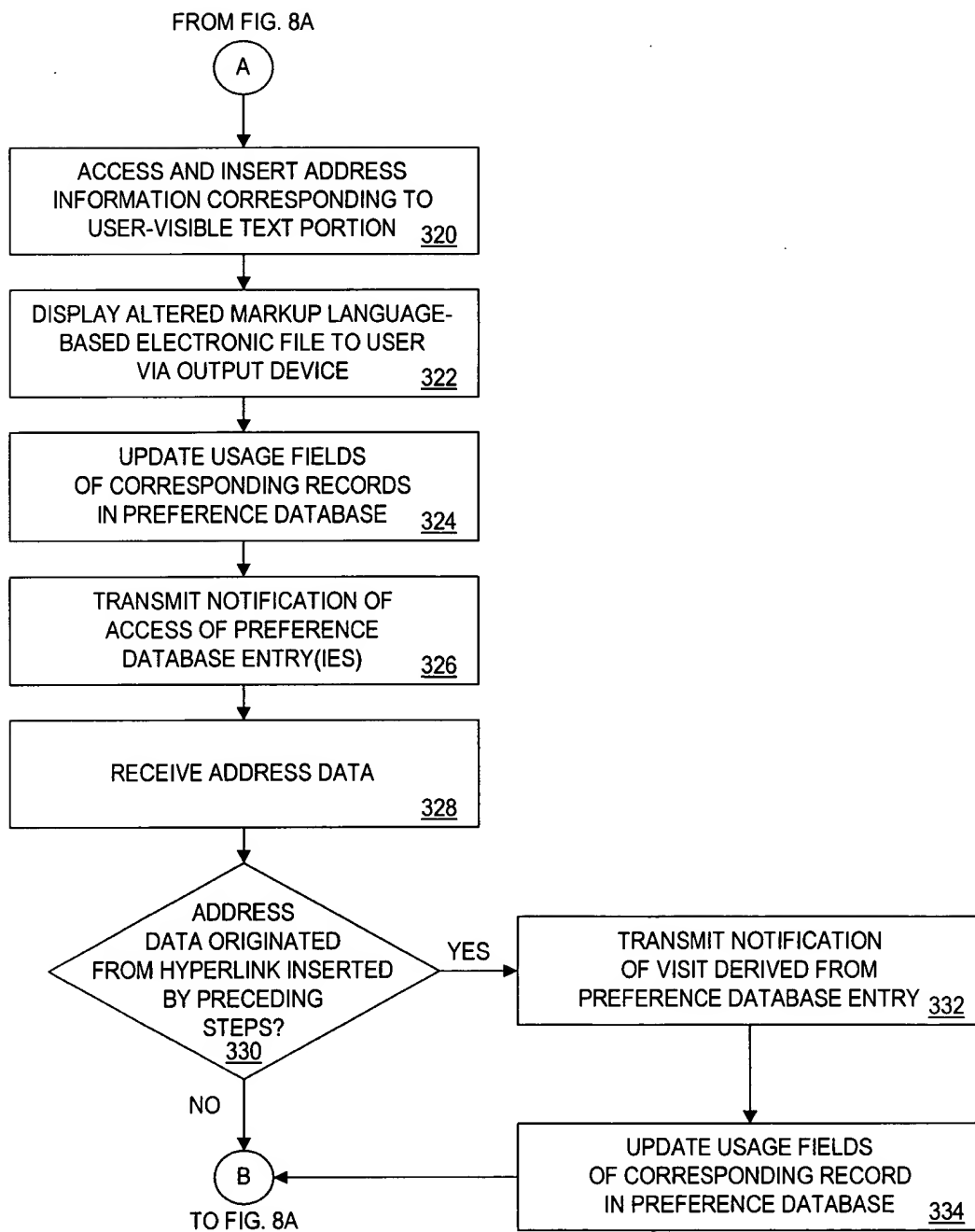


FIG. 8B

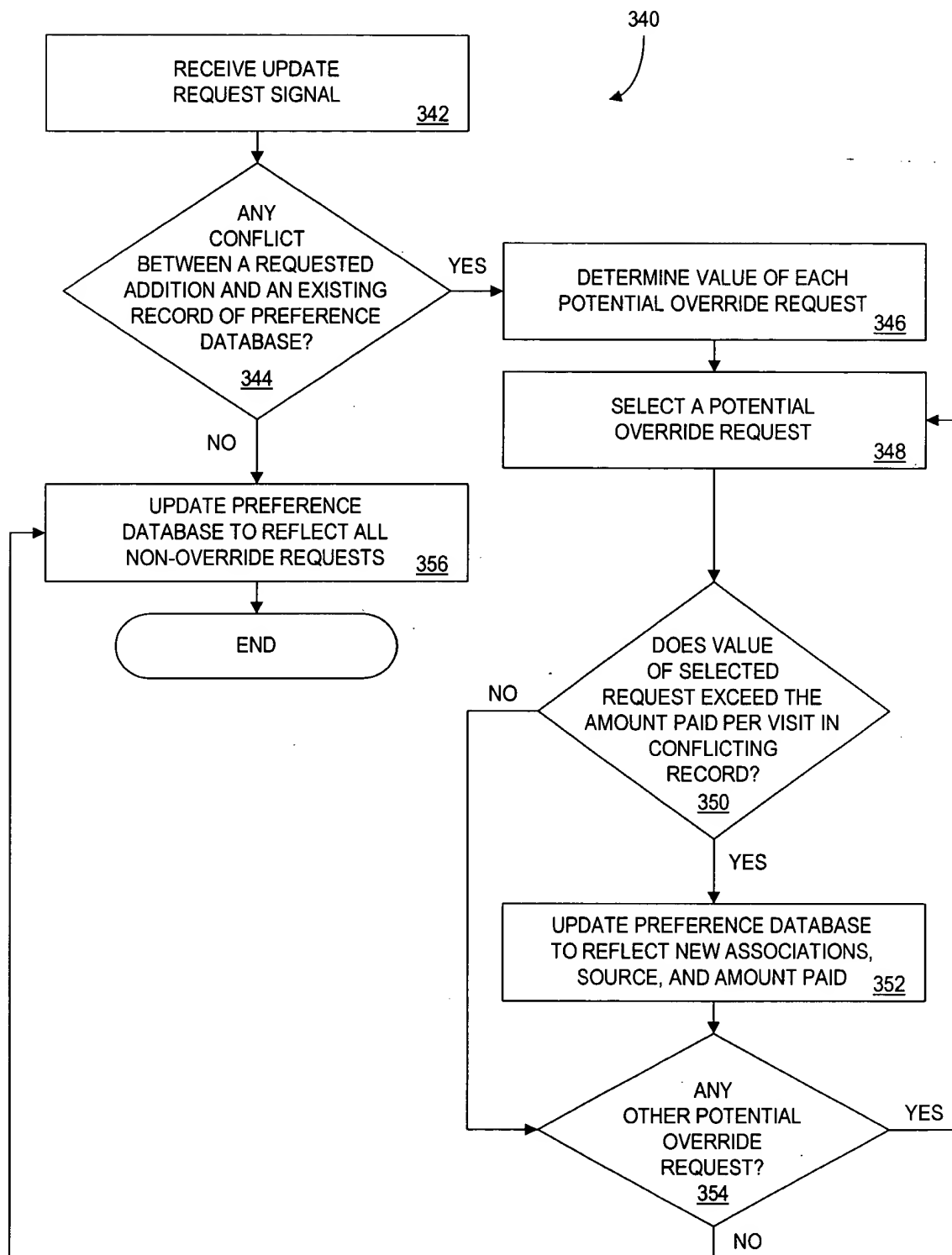


FIG. 9

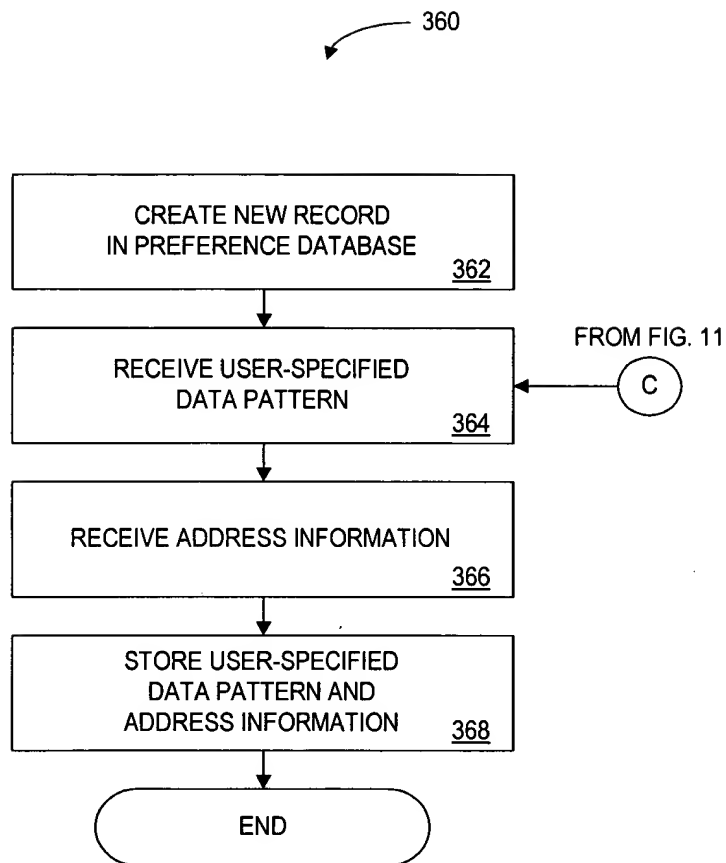


FIG. 10

005230" 22490950

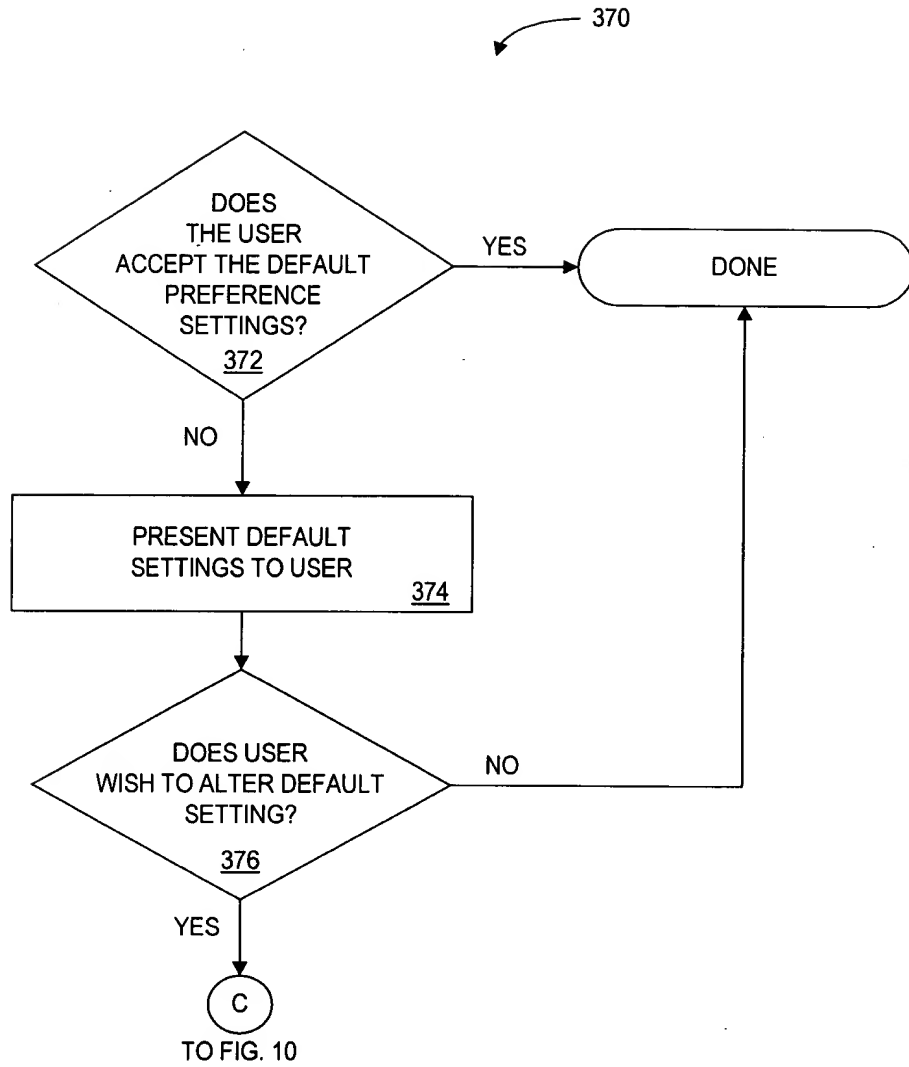


FIG. 11